

**A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR
PROPENSITY-BASED SCORING OF INDIVIDUALS**

ABSTRACT OF THE INVENTION

A system, method, and article of manufacture are provided for ranking individuals based on a propensity to have a particular attitude, behavior, demographic, or purchase intent. Initially, a model is created. Next, a score is calculated for a plurality of individuals based on the model. Such score indicates a propensity. Further, the individuals may be sorted or ranked based on the score.